



**ASPA ENGAGEMENT COMMITTEE
TERMS OF REFERENCE**

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ASPA ENGAGEMENT COMMITTEE

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1.0. Purpose of the Engagement Committee

The function of the ASPA Engagement Committee is to facilitate the engagement of ASPA members in the association's mandate and activities through communication & public relations, education, and social events through an integrative and coordinated approach. Committee members will strive to stay up to date on any union-related activities and/or professional development (PD) opportunities/events that are relevant to ASPA and bring them to the committee for discussion and sharing to the membership.

The ASPA Engagement Committee's purpose is enacted via a full committee and through three sub-committees:

1. Communications & Public Relations Sub-Committee
2. Education Sub-Committee
3. Social Sub-Committee

1.1. Communications & Public Relations Sub-Committee: Role and Responsibilities

The role of the Communications & Public Relations Sub-committee is to:

- Create and advise on appropriate communications and public relations strategies to:
 - Facilitate the flow of information between the Executive and the Members;
 - Increase membership engagement in ASPA campaigns and initiatives;
 - Empower Members to enforce and uphold their labour rights, as well as their earned benefits according to the ASPA Collective Bargaining Agreement;
 - Promote positive and productive labour relations between ASPA Members and the employer.
- Support other standing ASPA committees by:
 - Co-developing communication strategies that comply with intended communications and public relations objectives;
 - Advising on possible emotional impacts and communications and public relations strategies.

Specific areas of responsibility of the Communications & Public Relations Sub-committee may include:

- Create and maintain an annual "Calendar of Events & Schedule" for planned communications events, including ASPA news and events, SFL events, and Days of recognition.
- As called upon by the ASPA Executive, create content and/or advise on appropriate strategies to meet communications objectives.
- In collaboration with ASPA staff, maintain oversight of the ASPA website by evaluating site effectiveness, analyzing metrics, adding/maintaining content, etc.

- In collaboration with the ASPA Executive, co-create content for and/or advise on regular ASPA communications, including quarterly newsletters and president's messages.

1.2. Education Sub-Committee: Role and Responsibilities

The Education Sub-committee's role is to ensure continuous and relevant professional development opportunities for ASPA members through creating and facilitating appropriate workshops/seminars, monitoring for and sharing information regarding professional development opportunities relevant to work in the scope of ASPA offered by other entities, and to provide labour union and ASPA specific education opportunities.

Specific areas of responsibility of the Education Sub-committee may include:

- Sharing professional, personal and wellness development opportunities for our membership.
- Bringing forward ideas for potential educational opportunities, based on current ASPA membership needs or requests
- Developing and reviewing professional, wellness, and personal development opportunities and resources
- Providing support at educational events as-needed, which may include hosting online or in-person meetings/events
- Ensuring the Executive Professional Development Grant (EPDG) Terms of Reference are reviewed and updated annually

1.3. Social Sub-Committee: Role and Responsibilities

The Social Sub-committee's role is to plan and execute the social events that build the union community, with an educational and diverse/inclusive focus, and promote a culture of belonging.

Specific areas of responsibility of the Social Sub-committee may include:

- Planning social events like the Winter Social/holiday party
- Planning activities to accompany large events e.g., games, raffles, entertainment
- Providing support for union and family events like pancake breakfasts, picnics, pizza lunches
- Generate ideas for future engagement activities both online and in-person

2.0. Committee Composition

The Engagement committee will be comprised of at least three (3) ASPA Executive members, who will serve as Co-Chairs of the Engagement Committee, as well as Chairs of the Sub-Committees. These members will be appointed by the ASPA Executive Committee.

Chairs and Co-Chairs: As appointed by the Executives

Term: 1 year, renewable for a maximum number of 6 consecutive terms

Responsible to: ASPA Executive

Type of Committee: Standing

The Engagement Committee (and each Sub-Committee) should also include at least two (2) ASPA members. The ASPA Member Services Officer and Administrative Assistant shall also be on the Committee and Sub-Committees as support.

Voting and non-voting membership:

a. Voting Members

- Co-Chairs of the Engagement Committee (ASPA Executive members)
 - Chair of Communications & Public Relations Sub-Committee
 - Chair of Education Sub-Committee
 - Chair of Social Sub-Committee
- Volunteers from the general membership

b. Non-Voting Members

- ASPA Financial and Administration Assistant
- ASPA Member Services Officer
- Guests to any meeting

2.1. Meeting Structure and Member Expectations

The whole Engagement Committee shall meet at least four (4) times a year, or as needed/decided by the Co-Chairs. Each sub-committee will meet monthly, or as needed/decided by each Chair.

After each of these meetings, the Co-Chairs will be responsible for sending a report to the Executive meetings (or “no report”, as is appropriate). Reports should include any addition/removal of general member volunteers to the Committee membership (note that formal approvals are not required). Co-Chairs will also complete a yearly Engagement Committee report for the Annual General Meeting (AGM).

On an annual basis, Co-Chairs are responsible for a review of the Engagement Committee’s Terms of Reference (i.e., this document).

Committee members are expected to:

- Attend a minimum of half the meetings for the year.
- Contribute meaningfully to the work of the Committee and/or Sub-Committees.
- Volunteer for ASPA events organized by the Committee.
- Adhere to professional conduct standards.

During meetings of the Committee and Sub-Committees:

- Quorum is 50 percent of the Committee or Sub-Committee membership.
- The ASPA Financial and Administration Assistant will either directly or delegate someone to take meeting minutes, which will be provided to the committee members prior to the following meeting.
- There must be a record of a motion for any event that requires ASPA funding. This includes, but is not limited to:
 - SFL event registration
 - Lunch and Learn expenses
 - Professional Development courses

3.0. Proposed Committee Priorities (Work Plan) for 2025-2026:

The Communications & Public Relations Sub-Committee will:

1. Develop a clear process and workflow for the ASPA Executive or standing ASPA committees to request Communications Committee involvement (e.g., through completing a fillable form indicating the communications objectives, and how it connects to the work of ASPA and/or labour organization more broadly).
2. Establish an annual calendar and schedule of planned communications events, with a focus on labour-related events and initiatives.

3. Establish a clear visual identity (e.g., banner, footer) for general email communications as well as content outline for the quarterly newsletter, and a user guide to aid in consistent application.
4. Establish and participate in a working group to review the current ASPA website (<https://aspasask.ca/>) and make actionable recommendations for necessary updates and improvements.

The Social Sub-Committee will:

1. Maintain communication lines with event hosts and coordinators, (i.e. Culinary Services)
2. Develop a smooth process for the ordering, delivery, and distribution of food and beverages at events.
3. Improve upon last year's Winter Social, planning and organizing this year's in conjunction with Culinary Services.
4. Seek ways to establish off-campus events (i.e. for ASPA members in Prince Albert), investigate potential of an off-campus chair.

The Education Sub-Committee will:

1. Share PD opportunities for our membership.
2. Develop strategies, plan, and execute educational events.
3. Review and recommend funding applications (including Executive Professional Development Grant applications) to the Executive for approval.